

# Marketing Emphasis Guide

## Career Guide

### Explore

**Marketing students study** the way in which products and services are organized, executed, publicized, and distributed to consumers within an organization's goals. The marketing program develops students' **analytic** and **decision-making skills** in such areas as advertising, market research, brand/product management, selling and sales management, distribution, relationship marketing, international marketing, marketing consumer products and services, and marketing nonprofit organizations.

**Key concepts focus on** identifying consumer needs and wants, developing products and services to meet those demands, establishing communications to promote products and services, and monitoring transactions and consumer responses to guide future activities. **Marketing concepts apply to** tangible products, services and ideas, consumer and business markets, and domestic and global markets. The increasingly **global marketplace** has changed the traditional tactics used in marketing. Today's marketing practitioners must understand the unique challenges of serving foreign markets and how to effectively convey their messages to consumers throughout the world.



### Industry Overview

Marketing students find **career opportunities** in digital marketing and analytics, making use of big data to understand and serve customers. They also take positions in sales and sales management, public relations, marketing and communications, advertising agencies, pricing, channels of distribution and logistics, retail management, international marketing and business-to-business marketing.

#### Top Hiring Industries

Advertising	Fashion	Media
Consulting	Sports	Information & Technology
Consumer Products	Food and Beverage	Real Estate
Entertainment	Hospitality	

### Additional Tips

#### Organizations to Join

- American Marketing Association
- Professional Sales Club
- Salesforce Student User Group

#### Events & Networking

- Attend Career Fairs
- Attend Meet & Greet / Office hours with employers

#### Course Electives Employers Notice

- Digital Marketing
- Business Analytics
- Critical Leadership Skills
- Excel Courses

### Recruiting Timeline

#### ► Fall Semester

Some companies, such as agencies, will begin recruitment in the Fall for marketing seniors; however the main focus of recruitment will be in the spring for internships and full-time positions.

#### ► Spring Semester

Recruiting begins in March for internships and Spring for full-time positions. Companies such as Zayo and Gusto begin recruiting in May.

#### Top Employers

Oracle, Epsilon, Zayo, Cain Travel

### Resources

Resume and Cover Letter Templates and Examples on [leeds.ly/CareerRoundup](https://leeds.ly/CareerRoundup)

Make an appointment with your Industry Coach today at [leeds.ly/careeradviser](https://leeds.ly/careeradviser)

Stay up to date on jobs and events at [leeds.ly/Handshake](https://leeds.ly/Handshake)

# Marketing Emphasis Guide

## Academic Guide

### REQUIRED COURSES

- ▶ **The following two courses must be completed before enrolling in any 4000-level marketing courses:**

MKTG 3250: Buyer Behavior

MKTG 3350: Marketing Research

- ▶ **The following three courses must be completed:**

MKTG 4250: Product Strategy

MKTG 4300: Pricing and Channel of Distribution

MKTG 4550: Advertising and Promotion Management

*\*Two of these courses must be taken before MKTG 4850*

*\*The third course may be completed prior to or concurrently with MKTG 4850*

- ▶ **Required Senior Capstone**

MKTG 4850: Senior Seminar in Marketing

### Quick Reminders

- ▶ Students must complete all **BCOR** and **BASE** classes to enroll in any Area of Emphasis classes.
- ▶ The **Marketing Area of Emphasis** takes **3 semesters** to complete after all core curriculum, for a total of **18 credit hours**.
- ▶ Those planning to graduate in **4 years** must complete **MKTG 3250** and **MKTG 3350** in their **junior year**.
- ▶ All courses are **3 credit hours** unless otherwise noted.



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### Optional Marketing Focus Areas:

*Choose any three courses to complete a focus*

#### Marketing Communications /Account Management Focus:

MKTG 3700: Digital Marketing

MGMT 4140: Project Management

MKTG 3100: Professional Selling

BAIM 3200/MKTG 3201:  
Business Analytics

ATLS 2200: Web

#### Digital Marketing & Analytics Focus:

MKTG 3700: Digital Marketing

MKTG 3050: Customer Analytics

BAIM 3210: Business  
Application Programming

BAIM 3200/MKTG 3201:  
Business Analytics

BAIM 4220: Business Technologies

ATLS 1300: Code

ATLS 2200: Web

#### Sales & Sales Management Focus:

MKTG 3100: Professional Selling

MKTG 3150: Sales Management

MKTG 3700: Digital Marketing

MKTG 3050: Customer Analytics

ORGN 3030: Critical Leadership Skills

BAIM 3200/MKTG 3201:  
Business Analytics

PSYC 2606: Social Psychology